



# key notes

A NEWSLETTER OF THE NATIONAL INDUSTRIAL RECREATION ASSOCIATION

Edited by Mel C. Byers, CIRA, Owens-Illinois, Inc., P.O. Box 1035, Toledo, Ohio 43601

Key Notes is designed to bring you brief notes about the latest in programming and administration in the employee services field.

January, 1974

Volume 4, No. 1

## NOT ALWAYS A BARGAIN

Cut maintenance costs through sensible purchasing; inexpensive recreation equipment can become expensive to maintain -- construction, application of finishes and coverings, type of material used in manufacture should be considered. Long life light bulbs actually cost more to purchase and more to burn -- they use more current per lumen -- the extra hours gained are actually dollars lost. The old adage, "you get what you pay for", has considerable merit, but some merchandise can be over priced, over sold, and profiting from a past reputation. The purchaser should do a little homework before he snaps up a bargain that may be expensive to use.

## GETTING TO KNOW THEM

New employee -- new member banquets, luncheons or breakfasts can get that man or woman involved early. An explanation of your programs by the association's president and other officers, distribution of literature and registration tables manned by special interest group officers, will provide the opportunity for the newcomer to become one of the gang. It's a fine time for the personnel director to meet and greet the newcomers.

## A TIME TO BE HELPFUL

Ways to conserve energy -- stretching the food dollar, saving fuel with group tours and vacations, entertaining at home, encouraging group recreational activities, getting more miles at less cost from the family auto -- all would be fine subject matters to stimulate program development.

## SUMMER SPORTSWEAR SHOW

A program sure to attract the lovers of outdoor activities and which will cost little to stage is the all-sportswear show of summer fashions. There's a whole new line of fashions for tennis that will please the ladies and some comfy colorful garments the men will enjoy. Combine the sports fashion show with sporting equipment displays and call it a "Sportsarama Jubilee."

### ADD TO YOUR PROGRAM

The services, contests and tournaments offered by NIRA to member companies can enhance the industrial recreation program. It's another plus for the director and added benefits for his members.

### AARP - AN ASSET TO THE PROGRAM

Every industrial recreation association should welcome the assistance that can be offered to older and retired employees through the American Association of Retired People. Owens-Illinois purchases an AARP membership for each of its 106 personnel administrators and asks that the plant management or the Onized Club give each retiring member his or her first year's membership in AARP as part of the retirement appreciation remembrances presented upon retirement. The membership held by the personnel administrator provides him with up-to-date information concerning retirement procedures, problems, legislation and programs. For information, write the American Association of Retired Persons, 1225 Connecticut Avenue, N.W., Washington, D.C. 20036. For \$2 a year, you will receive "\$1000" of valuable information and assistance.

### PROFIT BUILDER AND A SERVICE

The Senior Associates (retired employees) of Nationwide Insurance Company, Columbus, Ohio, operate and maintain a year around gift wrapping and all-occasion card corner in the Personnel Activities Section of the Nationwide office. During the major holiday periods, a small room is provided to handle sales. During the Christmas season, a 20% discount on boxed cards was given all Nationwide employees purchasing through the service. This marks the 17th year of operation for the Senior Associates and is a major source of their activities income.

### TIPS TO TELL

Bright orange is better than red for a hunting jacket. Red many times appears brown under some lighting conditions in a forest...About 32% of all working women are the sole wage earners in their homes...The temperature in a crowded auditorium or theatre will increase ten to fifteen degrees from body temperature alone...Warm lighting (reds and yellows) has its effects on people, they think the room is warmer, friendlier; while cool lighting (blues and greens) appears to make the room cooler, unfriendly and more distant...musical sounds add to conversation, demonstrations and presentations, prove it, listen to a movie without the musical background compared to one with music...Publicity and salesmanship is 75% of the reason for a successful event; you can't sell peanuts at the end of the parade.

### EQUAL OPPORTUNITIES FOR WOMEN - YOU BET!

About 13,500 women are engaged in recreation administration. This represents 50% of the national recreation work force. According to a 1970 survey conducted by the U.S. Department of Labor, of the 33 professions studied, the highest percentage of women engaged in the listings show recreation administrators and technicians to be among the top seven. Only registered nurses, dietitians, speech pathologists, occupational therapists and employment counselors exceed the number serving in recreation. In NIRA we have a number of outstanding women recreation administrators directing both corporate and individual

plant or office total programs. NIRA is one of few professional organizations serving industry that can boast of having had a woman President with a consistent record of women representation on its board.

#### PLANNING FACILITIES FOR THE RECREATION AREA

To intelligently plan recreation facilities, the program must first be determined. These questions must be asked: How many employees and families will be served? What can be offered first that serves the majority rather than the minority? Strange that this must be said, but communities, schools and industries have often passed up the basic recreational need, servicing the majority of people; a place to meet, eat, dance and socialize. No one likes to eat alone. Everyone must eat sometime and, of course, there is little skill or practice required. In order of recreation facility priorities, based upon participation, needs, scarcities and interests, we feel the following guide is helpful:

- |   |  |
|---|--|
| 1. Assembly hall and eating area, dance space.  | 6. Golf course and driving ranges.                 |
| 2. Food service, kitchens, snack bar, and serving bars.   | 7. Picnic areas and childrens' playground.         |
| 3. Crafts, games and exercise rooms.  | 8. Gym and steam rooms.                            |
| 4. Indoor/outdoor swimming pool.  | 9. Theatre for stage shows, lectures, movies, etc. |
| 5. Outdoor and indoor recreation complexes where facilities can be of combined use. Volleyball, basketball courts, shuffleboard, tennis, horse shoes, softball diamonds and game practice fields. | 10. Rifle skeet and trap ranges.                   |
|   | 11. Skating - ice and roller.                      |
|   | 12. Bowling.                                       |
|   | 13. Camp sites.                                    |
|   | 14. Riding stables.                                |

#### WINTER CAMPING

An activity that has grown considerably in a relatively short period of time is winter camping. Winter camping and hiking can be more comfortable than in the summertime, plus it offers the participant a whole new world of nature's adventures. Snow camping is a great sport if the camper has been properly coached in the preparation of this interesting recreational opportunity. Recreation associations can start such a program in an elementary manner by contacting their local metropolitan park officials, naturalists associations, park ranges, camper suppliers and newspaper and outdoor sports editors about winter hikes and overnight camping in the nearby parks. Some metropolitan and state parks offer considerable facilities and a great deal of assistance to groups interested in wintertime's wonderland activities.

#### GASOLINE CRISIS

The gas crisis may result in more concentrated area recreation and less travel. Shorter trips by family auto could result in a greater percentage of public transportation vacation travel to more popular resort and vacation areas. Local recreation facilities will feel the pressure of

the increased demands, and most cities are, at present, short on space and facilities for recreation. Industrial recreation directors could be faced with a return to more family entertainment and recreation at the plant or industrial recreation centers.

#### RECREATION A GREATER NEED NOW!

When recreation becomes more confined, limited and restricted, the need for expanding the program becomes of major importance. Conditions arising from the energy crisis are resulting in plant shut downs for short periods of time and shorter work weeks. Restricted travel and inflationary runaway prices will amplify the importance of an industrial recreation program. It will lend support to the fact that industrial recreation programs are important benefits to consider in every company and more funds should be allocated, not reduced.

#### BOATING BOOM

The sale of small boats, especially canoes and sail boats, can be expected to boom this summer. The market has already shown a 50% increase in sales. With the economic situation and the energy crisis hovering over us look for a waiting period of delivery, especially on aluminum and plastic boats. An even greater wait is anticipated for those who have ordered sail boats.

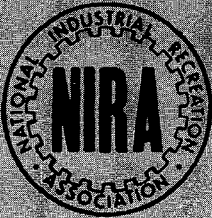
#### SNOWMOBILE SAFETY TRAINING PROGRAM

The Wisconsin Department of Natural Resources, Waukesha County Technical Institute and The Snowmobile Trail Development Association, sponsored a snowmobile safety course. Graduates received certificates enabling them to teach and certify youngsters from 11 to 16 as snowmobile drivers. This course and the requirements to obtain an operator's license should be mandatory for all operators of any age. Industrial clubs and recreation programs could help change the poor snowmobile public image if snowmobile safety training courses were offered and the Snowmobile Code of Ethics, available from U.S. National Park Service or Sno-Mobile Times, was promoted.

#### A NEW LOOK FOR INDUSTRIAL RECREATION

There is a need to take a fresh look at industrial recreation and the variety of services connected with such programs. It's not all fun and games nor should it ever be considered to be merely this. The ideal program projects in many directions and reflects day-to-day personnel services, objectives and benefits no other management programs can possibly serve. The new emphasis of modern day industrial recreation programming and its development may well be the answer to many personnel problems.

MARK YOUR CALENDAR NOW!  
NIRA 33rd National Conference and Exhibit  
Atlanta, Georgia May 17-22, 1974  
Royal Coach Motor Hotel



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Number 2

## COLLECTORS ITEMS FROM U. S. GOVERNMENT PRINTING OFFICE

Apollo 7 - 16 manned spacecraft decals printed in six colors on a single 9" x 12½" gummed sheet - 50¢ - specify number #45AA-3300-00437; car license plates, 1973 - 35¢ - #84AA-5001-00051 can be obtained. They are issued by the Superintendent of Documents, U. S. Government Printing Office, Washington, D. C. 20402. Write for Selected U. S. Government Publications listings to make purchases of other books and papers for programs, collectors and your library.

## HELPFUL INFORMATION ON A DELICATE SUBJECT - DEATH

Because more and more people and organizations are becoming interested in the procedure of donating human organs to hospitals after death and in the simplification of funeral arrangements, two publications should be obtained and loaned to those interested. The publications may assist families or members in funeral arrangements. "A Manual of Simple Burial", a 64-page booklet by Ernest Morgan, contains information about memorial societies, philosophy and practice of simplicity in funeral arrangements, advice on procedures at time of death, suggestions for memorial services and directories of medical schools, eye banks, kidney foundations and temporal bone banks plus other useful data. Price \$1.00.

"Putting My House in Order" (2-page form) is a convenient way to record a multitude of information needed at time of death (from burial wishes to insurance policies). Reading the book may help you to avoid a siege of legal and financial red tape. Price 40 cents.

Order these two booklets from - Continental Association, 59 East Van Buren Street, Chicago, Illinois 60605 - or from Memorial Society Association of Canada, P. O. Box 4369, Vancouver 9, B. C.

## MORE THAN RECREATION

The industrial recreation program has come a long way since 1882 when a major U. S. company held its first all-employee picnic. Today, the scope of industrial recreation reaches deep into the personnel and human relations functions of management. Employee services, health, education, morale, supervisory training, conditioning for retirement,

employee communications and community relations are the major categories of concern. The effectiveness of the program can be measured upon the extent the company relies on the recreation department to operate in these areas.

#### AN EXCELLENT ACTIVITY TO SPONSOR

"Festival of the Nations" is a program designed to honor different heritages and to display song, dance, sports, music, stories and foods of all nations. For the recreation program which has an International Club (special interest group) this event is a must. To assist are International Institutes and services in major cities, colleges and high school groups plus such services as "Be a World Pen Pal", World Affairs Center, University of Minnesota, Minneapolis, Minnesota 55414. An International Club can be one of the most interesting family activities offered as the range of programming is almost unlimited.

#### INDUSTRIAL RECREATION AND OSHA

The Occupational Safety and Health Act is a Federal law which places upon each employer the general duty to offer to each of his employees a place of employment that is free from recognized hazards that are causing or are likely to cause death or serious physical harm. An inspector may visit the recreational facilities because of a complaint issued by an employee, the union or a neighbor. Here are a few steps to follow. (1) all floors and wall openings must be guarded with railings (2) all passageways must be kept open and clean (3) where cups that are used only once are supplied for drinking water, a receptacle for used cups must be provided (4) fire extinguishers must be conspicuously located (5) all power tools and electrical equipment must have suitable guards and switches. Almost all electrical equipment should have three-prong plugs and show no evidence of spliced electrical cords. Regardless of the off-the-job association sponsored activity injury, we strongly recommend a careful investigation be made and documented reports be obtained for the employer and insurance company.

#### SWEDEN PROMOTES WIDER USE OF PHYSICAL FITNESS TRAILS

In Europe during the last decade, physical fitness trails have sprung up like mushrooms in parks, forests and other suitable areas. But perhaps the hardy Swedes, with their accent on physical fitness, are promoting the concept with more vigor than other countries. They also have advanced the design of these trails to sophisticated levels. Sweden is anxious to spread its enthusiasm and share its expertise with other countries. Write to Mrs. Berit Brattnas Stanton, Royal Swedish Consulate General, 825 Third Avenue, New York, New York U.S.A. 10022. Industrial recreation parks may find this information most beneficial.

#### BICYCLES, A SIGNIFICANT TRANSPORTATION ALTERNATIVE

Not only does bicycling provide the right amount of exercise required daily, but it can surely aid the energy crisis and save money for the user. However, it is necessary that provisions are made at the place of work for safe parking of the bikes if the pedal to plant idea is to be encouraged. Assistance can also be given in special purchasing offers, bicycle safety, bicycle care, bicycle registration and licenses. In addition to the day-to-day use, special interest bike clubs and groups can be formed. Write The Bicycle Institute of America, 122 East 42nd Street, New York, New York 10017. Ask to be on their mailing list, and request information on how to organize a bike club.

## A BAROMETER OF EMPLOYEE ATTITUDES

If the barometric pressure drops, there usually is a storm brewing. We have often compared employee recreation associations with the weather barometer and note the similarities. When the morale is high, the association ticks away in perfect rhythm; attendance and participation figures zoom; recruitment for volunteer leadership is not difficult; a freedom of expression prevails; cooperation from all sources is good; more activities are offered with greater success and fewer failures; less demands for handouts and more concern for expenditures are evident. But, when there is a slacking off or decline of attendance and interest on the people meter we hope there is someone around to read the gadget.

## EDUCATION MAKES THE DIFFERENCE

A study conducted by the government indicates there is a change in educational levels - which is something recreation directors should take a look at for projected program planning. In 1965 a sample study indicated major changes were taking place based upon these findings: it was projected that by 1980 persons over 25 years of age - 18% would have eight years or less education; 18% would have one to three years of high school; 39% four years of high school; 11% one to three years of college and 14% four years or more of college. The educational level does have a bearing on the variety, complexity and expenditures required in industrial recreation programming.

## GREENFIELD VILLAGE AND HENRY FORD MUSEUM - DEARBORN, MICHIGAN

This attraction is one of a kind and well worth considering as a two or three-day tour experience. Special rates are given to groups for the museum, village and inn. They also have special tour packages during the months of January, February and March such as the \$8 per person charge which includes dinner, museum admission and guide services and is offered as an evening program. A tour of this kind coupled with a visit to Canada across the Detroit River and a trip through the Ford Plant would be of interest to most employees and their families. Write Ed Mattson, Manager, Travel & Convention Department, Greenfield Village and Henry Ford Museum, Dearborn, Michigan, for brochures and further information.

## BUILD A GOOD REFERENCE LIBRARY

Recreation departments that offer their people a research library find it most popular and a great assist in developing new programs. Consider these books as a must for such a library: "Fun with the Family" by Harry D. Edgren and E. H. Regnier - published by Stipes Publishing Company, Champaign, Ill.; "Family Winter Camping" and "Outdoor Winter Activities and Fun With the Family" by Gunnar A. Peterson and Harry D. Edgren - Association Press, New York, New York.

## CHILD CARE CENTERS

Some industries are becoming aware of the female employees' responsibilities at home and the effect upon work habits, especially frequency of absenteeism due to difficulty working mothers have in arranging for care of their children during the working hours. Some industries have set up day care centers and report a return to the normal level of absenteeism. Industrial recreation directors should be investigating the numerous ways programs of this type can be offered.

### GET THEM ACTIVE

New employees or new members are most always reluctant to ask if they can participate in activities, become members of teams or take a part in the administration of an association. To make matters worse, veteran members, not by intent, have a habit of retaining the responsibilities of assignments and positions of preferences. A professional recreation director will take steps to correct this situation by suggesting new member orientation invitationals, new member get-acquainted events, in-depth interviews, application cards for specialized activities, member interest forms, association suggestion system, goals for percentage quota of new members for each activity and committee and in-plant new neighbor service.

### PROMOTE ASSOCIATION'S BIRTHDAY

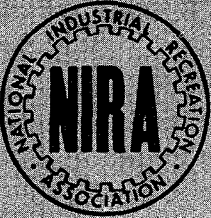
An opportunity to promote your recreation association, re-emphasize its objectives, honor outstanding members, thank those who have aided and contributed to its success is with an association birthday party. Re-kindle the membership interest and recruit new members with a planned series of events and things to do during the anniversary month of the organization. It can be kicked off or climaxed with one big birthday party event, an open invitation to all employees and their families. Oldest and youngest members can be called upon for testimonials concerning their evaluations of the association. Use of the news and promotional media to relate history, outstanding achievements, etc. can help to make the anniversary a memorable one.

### THROUGH A CHILD THE HEART REJOICES

Dominion Foundries and Steel Limited of Hamilton, Ontario, Canada, is ever grateful for the assistance their employee leaders give to the DOFASCO'S youth recreation programs. Once a year, a special appreciation banquet is held to honor the coaches, managers, instructors or advisors of their youth service programs according to Murry Dick, Director of Recreation. Sometimes these leaders have the feeling they are glorified babysitters; some have as many as 20 youngsters on their hand. Members of management are invited, which provides an opportunity for direct expression of corporate management appreciation. Following the banquet an assortment of activities are staged such as a curling match, shuffleboard play off, card games, etc. The promotion for this event is well done and reinforces throughout the organization the appreciation and honor given youth leader volunteers.

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**MAY—17—22—ATTEND**  
**CONFERENCE—ATLANTA, GA.**



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## RECREATIONAL AND HOME REPAIR EQUIPMENT FOR LOAN

Some industrial recreation associations provide their members with an equipment loan service. For the beginner, in golf or in other sports activities, the required equipment or supplies necessary to participate are loaned, either free or at a low rental fee. This allows the beginner to engage in the activity without an outlay of money for supplies or equipment. In addition, recreational kits consisting of horseshoes, badminton, softball bats, etc., are assembled and loaned to members for use at home, a fine assist for the family holding a reunion or neighborhood party. Because many members consider "do it yourself" home repair and maintenance as recreation, as well as a way to save money, we should classify it likewise. Equipment and supplies not normally part of the home workshop should be lent to employees. Items such as ladder jacks, expandable platform ladders, tree trimmers, etc. are available. A fine is imposed for failure to return items on dates specified. The service is appreciated and the association, its members and the company benefit in many ways.

## MORE INFORMATION - YOURS FOR THE ASKING

The National Industrial Recreation Association has a considerable "how to do it" file. Texts on tournaments, facilities uses and standards, aids in administering a program and indexes on programs member companies are offering are available from NIRA headquarters. The editors of N.I.R.A. newsletters will answer any inquiries concerning articles published in the letters as will the editor of "Recreation Management", the association's professional journal. You get the most from your membership in NIRA when you make use of the many benefits offered and ask for assistance when you want more information or guidance.

## SOMETHING FOR NOTHING IS USUALLY NOTHING

The give-away program can only perpetuate more giving until the program either becomes bankrupt or so restricted in what is offered that it fails to meet the majority needs. Sharing costs and work provides better programs, greater participation and interests. The same principle applies to outside offers made to the organization concerning discounts

on theater or sporting event tickets. Actually, no discounts should be accepted or given without the sharing principle applied here also. The association promotes the activity (a cost), and assists in the sale or distribution of coupons, tickets or literature (a cost). In-company promotion of such activities or services is termed "Captive Advertising", one of the most expensive, but also effective methods of merchandising for producers or suppliers. As an example: The average bulletin board with a readership of 100 employees can be worth as much as \$30 per posting plus the printing and handling expenses of a flyer with comparable information. A "captive audience" of a plant newspaper can be worth as much as \$50 a column inch of the paper depending upon circulation. These costs, that seldom are charged, should be considered as an exchange in services and discounts offered.

### RECOGNITION - THE KEYSTONE FOR A CONTINUALLY SUCCESSFUL PROGRAM

We should work as diligently in giving recognition to our volunteer leaders as we do in recruiting them. Some industrial recreation administrators have featured past and present officers banquets; all-sports awards nights; distinguished service awards banquets for outstanding contributors; managers and captains outings; merit award certificates; certificates designating office served; man or woman of the month awards; association birthday parties; founders and charter members events; officers installation dinners; letters of commendation and appreciation from top management personnel; special pins, insignias, jackets, etc. for volunteer leaders. Other suggestions include tie ins with community recognition for contributors; special incentives for holding an office which may include honoring the individual at theater or sporting events or offering him a special officer section, box or seats. Use of bulletin boards and plant papers to tell the story and give honor is most effective. Letters to the supervisor of the leader complimenting the employee and thanking the supervisor for his support should be sent. Use of local newspapers, contacting society, sports and city editors; use of radio and TV stations, designating programs they may wish to broadcast featuring your leaders, are other ways of giving recognition.

### PICNIC PLANNING TIME

Of all the major activities offered, the plant picnic may be the most established event and has the greatest participation; however, throughout the years the nature of picnics has changed with the times. Some plants, due to their locations and personnel, have retained more of the old fashioned picnic flavor than others. At all picnics there remains a strong family participation, a characteristic not so common in other activities. These are the types of picnic outings being offered today:

1. The picnic basket with fun and games for all.
2. The smorgasbord picnic centered around free or low cost meals and refreshments for the families plus entertainment.
3. The carnival-type picnic where amusement devices and entertainment are obtained and featured.

4. The resort or amusement park picnic that depends upon the commercial enterprise to supply most of the day's activity interests.
5. The community recreation complex picnic when the park facilities are used. In addition free refreshments and various games and contests are featured.
6. The steamship, lake or river cruise picnic that features the trip, refreshments and entertainment.
7. The extended or weekend picnic that features the use of resort hotel, motel or lodge facilities with entertainment and some refreshment concessions.
8. The plants' own recreation facilities picnic, sometimes a combination of two events, open house enabling the family to visit the plant, as well as giving them a chance to enjoy a picnic lunch on the grounds.
9. The zoo and outing picnic where the families enjoy the zoo as entertainment and receive refreshments and a picnic lunch either free or at a low cost.
10. The circus picnic which is held in conjunction with a traveling circus when a special tent is set up for free refreshments.

WE WOULD APPRECIATE SEEING AT MEETINGS . . .

- A. All persons attending wearing a name tag. Some of us didn't take the memory course when offered.
- B. Tags that are readable, to accommodate those who wear glasses - at least a quarter inch type or lettering with the first name on one line and last name on another.
- C. Someone attending to the PA sound equipment who knows what to do when the usual stops, blurbs, squeals and interferences occur.
- D. Someone to take a look at the thermostat before a strip tease or chill gets in the act.
- E. Someone kind enough to give the participants a restroom break and to explain where to find the restroom.
- F. Front row seats that are upholstered and rear row seats that are stools.
- G. Someone to clear the room of smoke and who has the guts to ask that smoking be confined to the rear of the room where ample ash trays will be on hand.
- H. That audience questions be repeated at the dias so participants know what the heck the answers are all about.
- I. That name signs are placed at the speakers table; some of us are a little hard of hearing.

- J. That the speaker's text or summaries be available at the close of the meeting. If not available, let the audience know it should take notes or tell them in advance that the speaker hasn't any message that is worth noting.
- K. That the chairman limit the time given to questions and have ample courage to shut off meeting room orators.

### THE PROBLEMS OF WELFARE

Benevolence is a special attribute that can be admired, however, philanthropy may not truly represent a benevolent attitude. Some who give must receive publicity.

Another common act of benevolence may be termed hypodermic giving. It's the gathering together of goodies on special holidays to feed and clothe the needy for the occasion and forgetting there are 364 more days for survival. The sincere efforts must be those that do not require the promotion of the giver. The sincere giver is the anonymous giver. The most cherished gift is one that is continuous or one directed to alleviate the problems causing the hardship. There are far more effective ways to serve humanity than doling out alms as one passes down the road of life. It is most irritating to become known as a patsy and be listed with every charitable organization as a potential giver. After all, should you not treat everyone alike, even if you must take bankruptcy to accomplish the feat? Before launching off into the world of charity, study the problems, discuss and plan the methods of giving and be sure precedents are not set that can't be carried out in the future. Then let us say there are needs to be met not always with money.

### TENNIS DOLLARS

The present tennis boom can be profitable to the organization or investor of a tennis complex, according to a recent survey report. The average gross income of the average tennis complex is estimated at \$236,000 and the expenses \$130,000.

### TAX DEDUCTIBLES

Day care center expense to a company can be considered a company tax deduction, according to some cases involving day care center expense. Have your tax department check it out.

### HOT DOTS AND SAFETY STRIPS

Reflector strips and 3/4" stick-ons called "Hot Dots" are great for adult and children's jackets and clothing, especially bicycle riders. Your association may be interested in providing the hot dots as a membership service. Write 3M Company to find out names of local dealers.

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MARK YOUR CALENDAR NOW FOR THE 33RD ANNUAL CONFERENCE -

MAY 17 - 22 IN ATLANTA



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## TRY SOMETHING DIFFERENT FOR PARTY TIME

Pick one of the following party captions and see what your imagination will do for you. Consider: Watermelon Banquet - Beergetti Party - Chicken Roaster - Country Ham Flip Flam - Feather Party - The Country Store - Fliver Frolic - Gosh Am I Confused - Evening in Paris - Las Vegas Party - Gas Light Party - Footlight Party - Sugar and Spice - Chuck Wagon Party - Western Roundup - Plantation Party - Mississippi Mud - Hobo Handout - Dumb Dumb Party - Dog Patch Party - Outer Space Strut - Steer and Beer Bust - Tube Steak Banquet.

## INDOOR PISTOL RANGES

If you want to improve your indoor shooting program, write - Jim Moyer, Kodak Park Athletic Association, Eastman Kodak, Rochester, New York, 14650. Ask him about the device developed to send the target down the line and turn face up at target station on an automatic timing device, ask about their horseshoe pits where the clay remains pliable all year long. They are an inventive group.

## USE OF INTERNAL PRINTED COMMUNICATIONS

If your plant or office publication is an employee communique, the recreation association can contribute substantially to its columns and promote many of the programs quite effectively. However, if the publication is geared to another phase of the company's interest, such as public relations, the use of space for employee activities is often limited to copy content. If the publication attempts to appeal to employees, the public and the customers, it becomes a weak publication, having little attraction for the readers or the contributor. In this case, the recreation department or association should publish concurrently its own newsletter, newspaper or magazine to do the job that must be done.

## METRIC CONVERSION

Already some manufacturers are introducing the metric system to the public with dual measurements displayed; however, it may be wise to start familiarizing your employees with the metric system. Some interesting, educational and entertaining programs can be offered that instruct participants in the art of conversion to the European system.

## SAFETY - A MAJOR FACTOR IN RECREATION

Within the next few months, manufacturers of recreation equipment and sporting goods may be asked to meet Consumer Product Safety Commission regulations, requests for product study, etc. Now that most everyone (including industry) is under government surveillance concerning safety, it might save time, money and embarrassment if the recreation director meets with his industrial safety director to discuss the following:

1. Injuries occurring to employees and non-employees at activities sponsored by the association or company.
2. Procedures to follow concerning accidents arising from a sponsored activity.
3. Review of existing recreational equipment, checking for faulty or damaged pieces and the possible injury that may result if used.
4. Review of safety precautions measures and their enforcements involving athletic, social and educational games, leagues, events or programs.
5. Review of the areas used for recreation in light of safety precautions, maintenance regulations and insurance.
6. Review of current insurance coverage and procedures required when filing a claim.

## PROGRAMS TO OFFER; SUGGESTIONS FOR INSTRUCTORS

Vegetable carving - instructor, hotel chef.

Terrarium workshop - instructor, florist.

House plants, how to select and care for indoor tropical plants - instructor, florist.

Indoor Bonsai Workshop - instructor, florist or local Forestry Department.

Pruning Trees and Bushes - instructor, local Forestry Department, landscape gardener or nurseryman.

Lawn Care - instructor, seed and feed company or nursery.

Surprise Cooking Demonstration - instructor, local gas, electric or appliance dealer company.

How to Plan a Child's Birthday Party - instructor, school teacher or TV, radio staff member.

Ice Carving - instructor, hotel chef or caterer.

How to Sharpen your Kitchen Knives and Utensils - instructor, plant maintenance man.

#### QUOTABLE QUOTE

"The most successful businessman is the man who holds onto the old just as long as it is good and grabs hold of the new just as soon as it is better."

--Robt. P. Vanderpoel

#### FOCUS IN ON THE WHOLE PICTURE ?

Industrial recreation, like many other personnel programs, must have a full panorama of content to properly present the completed picture. The really successful programs have a good balance of activities and a means to integrate these activities to meet the personnel objectives. One or two well-attended activities does not necessarily establish a sound purpose for offering recreation as a benefit or assist to the company or its employees. Neither should directors nor participants of activities consider the program as an advertising medium designed to sell company products to the public. The more logical reason is the values good programs provide the company, through industrial relations, internal communications and by presenting a picture to the community that reflects a company interested in its people and in the community in which they live.

#### PRESS PARTY - AN ENTERTAINING AND NOVEL EVENT

The Press Party can really be built up to all sorts of expectations and the excitement may create quite a stir among the participants. Invite to the party press photographers and reporters from the plant paper to take pictures and release news bits.

The party may begin with an introduction of all guests, newspaper, T.V. and radio (society, sports) editors, reporters and photographers. The MC, usually the personnel manager or public relations director, asks each special interest club president to present, in news style, a story, pictures or demonstrations of the club's best activity of the year. The presentations are judged by the pros and the audience, separately, but at the same time. The results of the pros should then be matched with the results of the audience and must coincide to win. Winners may receive trophies, special prize money or local news stories of their achievements.

#### PHOTO CONTESTS - EVERYONE MAY PARTICIPATE

An excellent activity to promote is the monthly photo contest for employees. Each month a subject is selected and featured as the photo theme. Slides and prints, black/white and color are judged by the camera club for lighting, composition, originality and interpretation of the theme.

Suggested subject matter for each month: Our Baby - Pet Hobby - The Boss - How We Work - Summer Fun - Winter Activity - Harvest Time - Church Events - Highlights of our Town - Gardens and Flowers - Holidays - Visiting Grandma - Sisters and Brothers - Mother's Day - Father's Day - Comedy - Bunnies - Birds and Bees - Eating Out - and Believe it or Not.

A prize is awarded each month, paid for from the photo entry fee of 25¢ per photo enclosed. Also a jackpot prize can be offered at the end of the year for the photo receiving the greatest number of votes at the camera and art exhibit. The jackpot is gathered from left over funds, after the monthly prizes have been purchased.

#### START A GOURMET CLUB

Want to have a turn out that will be rough to shut off? Everyone goes for the breakfast club idea - continental breakfast. You can serve rolls and coffee one or two days, or all working days at the club house, cafe or meeting room all for a nominal charge. While the employees are eating, tune into the company public address system the news followed by a company news report relating company events of the day.

#### THE SUPPER CLUB

For the employee and his family, once a week or month at the club house, cafe or restaurant, feature a supper club with special entertainment or various management speakers to give short informative messages.

#### THE PANCAKE CLUB

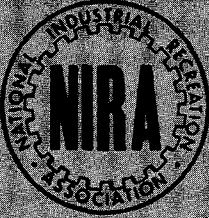
Once a month sponsor a pancake eaters outing in clubrooms, cafe or outside location, which is another type of morning get together group.

#### THE MIDNIGHT PUMPKIN AND COACH CLUB

On Friday or Saturday night, get together for a first breakfast, usually a sports event movie or live theatre precedes the event.

MARK YOUR CALENDAR NOW! NIRA 33rd National Conference and Exhibit Atlanta, Georgia      May 17-22, 1974 Royal Coach Motor Hotel
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KEY NOTES EDITOR, MEL BYERS, WELCOMES YOUR COMMENTS ABOUT THE NEWSLETTER, AND INVITES READERS TO SUBMIT NEWS ITEMS.



# key notes

A NEWSLETTER OF THE NATIONAL INDUSTRIAL RECREATION ASSOCIATION

Edited by Mel C. Byers, CIRA, Owens-Illinois, Inc., P.O. Box 1035, Toledo, Ohio 43601

Key Notes is designed to bring you brief notes about the latest in programming and administration in the employee services field.

June, 1974

Volume 4, No. 6

## MEDIEVAL FEAST

One of Hilton's hotels features a medieval feast for groups of 15 to 30 persons. The idea is so clever it could be one industrial recreation directors might attempt to duplicate. Guests are asked to costume for the occasion or wear smocks bearing a coat of arms. The committee could consist of his "majesty" King Henry VIII, his "Queen," the "trumpeters," "ladies-in-waiting," the "court musicians" with "court jester" and the "serving wenches." The King and his court would preside over the evening festivities from a platform at the head of the room. Decorate with long tables set with wooden plates, menus on parchment paper, and place a souvenir at each place setting. The meal should be announced with fanfare at which time the "serving wenches" would march in the room carrying each course. Several fortunate guests would be knighted and kisses would be distributed to the ladies. The jester and court pages could then present readings from Shakespeare, English humor and songs from the pubs. Hilton does it for \$10.52 per person and has groups waiting for reservation dates.

## IT'S TIME TO TAKE ANOTHER LOOK -- YES, IT'S FAR OVERDONE IF . . .

1. Your kiddie programs are strictly competitive and selective, such as tryouts for the teams.
2. When you think boys and girls ages 7 to 15 can't enjoy coed activities, such as mixed ball teams.

3. When your employees expect everything free and spoon fed.
4. When your men get the lion's share of the recreation budget.
5. When you have an enlisted men's club (workers) and an officer's club (supervisors).
6. When your program is so limited, only a small fraction of the employees can participate.
7. When you consider the recreation activities as advertising for the company products.
8. When management fails to be a partner in the total program.
9. When there is little or no departmental representation in the administration of the programs.
10. When the programs exclude the families.

#### RENTING A CAR IN EUROPE MAY BE EXPENSIVE

Rental car agencies across the Atlantic have increased their rates. Coupled with \$1 or more for a gallon of gasoline, this can be extremely expensive. Be sure to check with the travel agent or the car rental agency in the states and get all costs before launching on a travel-by-car program in Europe.

#### ON YOUR ACHING BACK

"Executive Health," published monthly by Executive Publication, P. O. Box 589, Rancho Santa Fe, California 92067, is an excellent source for Personnel Administrators and Recreation Directors. In a recent newsletter, the subject of aching backs is thoroughly discussed and written in "easy to understand" layman's language. Not only does it explain the common causes and effects of backaches, it also outlines methods of correction and prevention of this common ailment.

## REMEMBERING OUR PARENTS

Mother's and Father's Day offer program directors the opportunity for special events. Here are a few: Mother and Daughter Banquet; Mom and Dad Open House Party; Dad and Lad Banquet; Beat Dad's Score at Bowling, Golf, Tennis, Skeet, Trap or Pinocle Party; Mother on Parade; Family Teams All-Sport Contests; All In The Family Show Off; Mother and Dad Photo Contest; Mom and Dad Square Dance; Armchair Theatre Party, and Bringing-up-Father Stag.

## YOU CAN START FROM HERE

We have listed some activity titles. If you brainstorm the idea of one or more and come up with a planned program, would you send us the details for future publication. Here are a few others have sent in: 1) Red Pin Bowling Contest, 2) Flap Jack Jamboree, 3) Blindman's Auction, 4) Hobby Holiday, 5) Amateur Night, 6) Tube Steak Banquet, 7) Beergetti Party, 8) Cheese and Crackers, 9) A Fowl Night At The Gym, and 10) Baby Daze.

## CAST OUT A NEW PROGRAM PLUG

Probably no other outdoor sport will ever supersede the number of participants attracted to fishing. Many people engage in some form of fishing, bait casting, fly casting, surf, fresh water, salt water, etc. than any other sport. A great deal of money is spent annually for fishing equipment consisting of anything from a three cent plastic bobber to more sophisticated and costly items, which don't necessarily assure greater catches. With this kind of universal interest, we feel more attention should be given to developing programs and services all fishermen may enjoy. The recreation complex should have a casting pond or maybe a stocked stream or lake. Programs of education such as, fly tying, fly and bait casting, outboard motor maintenance, boat repair and maintenance, how to fish for muskies, snook, shark, etc., should be introduced.

There could be moonlight family fishing cruises, fresh water and deep sea chartered trips, children's fishing rodeos, pond fish outs, catfish cookout, ice fishing party, row boat fishing derby and trout stream tournaments. In services offered, how about an annual fishing contest, or providing a list of fishing areas, fish camps and boat rental operations?

#### U.S.A. IS MY COUNTRY

We are not infallible or are we ever close to perfect in most things we do; however, this is our country and it's our best, ours to respect, ours to cherish and our responsibility for its progress and reputation. We should, at every opportunity, promote and encourage this responsibility and show our appreciation for what has been our successful accomplishment by honoring the flag for which it stands. Fly it proudly and encourage others to do the same. Recreation associations can sell flags to their members prior to Flag Day - Fourth of July - Memorial Day and Veterans Day -- taking a small loss as one would with some other activities sponsored. Set up a Flag Day ceremony, distribute literature from a display on the plant property if there isn't one. Stage an "I'm a Yankee Doodle Dandy Party and Dance" or an "America The Beautiful Banquet." Don't you agree it's little enough to do for having been privileged to live in this great country.

#### LIVING MEMORIALS -- HELP BEAUTIFY THE PLANT AREA

Help beautify the plant area by annual memorial plantings of shade or ornamental trees, plant trees dedicated to the employees who have passed away during the year. An appreciative opportunity is here to pay our respects to our fellow workers and also beautify our surroundings. If the plant area does not permit space for this project, your city parks, forestry or recreation department may be enthusiastically interested in the idea for their land beautification. The industrial recreation association can also stage a tree sale for employees interested in dedicating a tree for their deceased and planting at home or donating to their school or church grounds.



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July, 1974

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## PLAN A DAY FOR RETIREES

How about a senior citizens' pancake breakfast and fish fry? Once a year the recreation association can plan a day for company golden agers and join in with them on the fun and companionship. Select a park, lake or river site that will accommodate the group and prepare an outdoor pancake breakfast. Sportsmen's clubs and groups can arrange for fishing and providing the fish fry lunch with the catches made, but just in case fisherman's luck is not prevalent, have some alternative source where fish may be purchased in time for the cookout. Conversation contests can be staged which would delight all. Set a limit -- two minutes per entry. Subjects could include: "My funniest experience at the plant" - "My favorite hobby" - "The biggest lie ever told" - "Was I embarrassed when" - "The best vacation I ever had" - "Do you remember when" - "How I first met my husband or wife" - and "Can you top this story".

## BEST BOOK BARGAIN

The U. S. Department of Interior has published a yearbook depicting the beauty and wonders of our land. The most recent issue, "In Touch with People", has more than 200 photographs, 60 articles, 128 pages and the price is only \$4.45. It is available from the Government Public Documents Distribution Center at Pueblo, Colorado 81009. The book is an excellent addition to your recreation library, as a gift, or remembrance or may be offered to your people as an addition to their home library. At \$4.45, it's a steal.

## EXERCISE WITH CAUTION

What may be helpful exercise for one person may be fatal to another. Before engaging in any physical fitness programs, a medical check up should be required. Long periods of inactivity followed by a strenuous day of play can be dangerous; another precaution is eating prior to exercise. Recently two persons, one a 12 year old girl, the other a 36 year old man, developed severe nausea, one after jogging and the other after a game of handball. Both died as a result of eating a heavy meal prior to the exercise.

Medical officials say vigorous exercise of any kind -- not just swimming, sometimes is more than the human organs can tolerate if a waiting period of two to three hours after eating is not followed. Vigorous exercise on a full stomach may cause vomiting. This vomiting reflex provides a powerful stimulus for the vagus nerve, which has branches that supply the stomach and heart. Vagal reflex or reaction to the heart, causes slowing of the heartbeat and may result in death.

#### NATIONAL WILDLIFE FEDERATION MEMBERSHIP AND MAGAZINE

There are no better wildlife color photos than those reproduced in National and International Wildlife Federation magazines for the price offered. The Federation is concerned with the preservation and concern of our natural environment. Hobbists, artists and photographers could make great use of these master pieces of lithography. Membership in the Federation is \$6.50 a year and this includes a subscription to one of four magazines offered. It is a splendid membership affiliation for any recreation association and an excellent service to offer employees. Sportsmen's groups, garden clubs, conservation clubs and many other special interest industrial recreation services would find this membership helpful to their program planning. Write - National Wildlife Federation, 1412 16th St., N.W., Washington D.C. 20036.

#### SIGHTSEEING U.S.A.

Why not see the U.S.A.? Short trips, weekend fun spots, educational and historical sites within short distances of home can be enjoyed. Sometimes seeing places at home can satisfy our adventurous instincts. When within a radius of 300 miles of any city there is much to see and enjoy. Your travel program should offer these attractions as well as long distance and overseas tours. Some people may wish to alternate their travel and vacation schedules, others may want to spend a portion of their vacation time in Europe or Asia and split the remaining vacation days in extended weekend tours near home.

Every state tourism or public relations department can furnish information to many attractions within their state. Looking over a sampling of information one industrial recreation department has on file, such places are included as Cedar Point, Sandusky, Ohio - Sea World, Aurora, Ohio - Six Flags Over Georgia - Disneyland in Los Angeles and Orlando, Fla., a number of attractions which are currently members of our association and offer NIRA member companies special consideration.

#### A 100% COMMUNICATIVE LINK

Through the recreation association in any industry or business, the channels for direct communication with the employees is well established and cooperative in every respect. Management varies in its knowledge and use of this array of communicative media. Most associations have publications, newsletters and flyers. All have meetings and events that are eager for management participation. When the term "employees" includes all levels of management, and all employees are involved in the recreation or services organization, the industrial or business climate becomes more comfortable and pleasant.

## THE ADMINISTRATOR MUST WEAR TWO HATS

Industrial recreation covers a wide scope of employee services. It is, therefore, suggested that the first request for an administrator be personnel administration background and second his specialization of employee recreation and services. In the course of the daily routine an industrial recreation and services administrator or his department will be contacting, counseling and serving more employees than any other personnel function, providing the recreation and employee services program has been professionally developed, staffed and follows all objective criteria. NIRA conferences, publications, workshops and consulting services may provide the administrator with a wealth of helpful, up-to-date information and research.

## MAKE THE MOST OF SUMMER EVENING EVENTS

A few evening social events that might be enjoyed by company employees are "Moonlite Boat Cruise" - "Moonlite Pool Side Party" - "Dancing Under The Stars" - "Music Under The Stars" - "Midnight Outdoor Cookout" - "Outdoor Movies" - "Black Forest Trail Hikes" - "Outdoor Cookout Theatre Program" - "Outdoor Square Dance" - Even a simple fun party can be staged around the oldest of gag events, such as the Snipe hunt. Athletic or sporting events could also be featured such as night ball games - tennis night - all-sports contenders contest - golf driving range contests - roller skating under the stars - miniature golf party - moonlite jogging or bicycling and saddle hike.

## PUT ON YOUR OWN COUNTRY MUSIC FESTIVAL

Most recreation directors would be surprised to see what talent they have among employees, especially when a country music festival is promoted. An evening of singing, dancing, instrumental features and story telling will provide both a spectator and participation attendance event. A corn cob jug band can be recruited from among the members and with very little instruction they can play simple harmony on bottles, washboards, comb and paper, sweet potatoes, washtub and gut, slide whistle, harmonicas and jugs. A contest can be staged for the best performance or musical number. Pantomime acts with recordings and tapes can look professional and be fun to do. Country dress, blue jeans, overalls, etc. is a must for admittance. Add a corn roast, barbecue or corn pone and black eye pea treat, some mountain dew and you have a really fun buster.

## NOON HOUR PROGRAMS ENJOYED

Nationwide Insurance Activities Association in Columbus, Ohio, publishes a monthly noon hour calendar of activities programs and displays. Some of the listings include concerts, vocal renditions, stamp and coin display, terrarium display, movies, amateur radio and electronics display, camera club, toastmaster and toastmistress displays, chess play, press party, art exhibit, etc. Martha Daniell, CIRA, is the administrator. Write Nationwide, 246 N. High Street, Columbus, Ohio 43216 for more information.

## CONDITIONING THE AUDIENCE

One of the secrets to a successful presentation is the art of conditioning the audience in the few minutes prior to the program. This is accomplished through group singing of peppy, stimulating songs familiar to most audiences. A clever master of ceremonies who can put the audience in a humorous, concerned or participative mood is an ice breaker. Sometimes just music, properly selected for mood influence, can aid in the conditioning process. It is most important that spectators as well as participants be stimulated to accept, enjoy and be a part of the action offered.

## GREATER SECURITY WITH SPEEDI-BAND WRIST BANDS

Instead of a ticket, pass, button or tag for admission to an event, the ID, one time use wrist band serves much better. First, it won't get lost; it's great to have if people will be leaving and returning to an event, it reduces the exchange of a pass from an authorized to an unauthorized person; it can be worn when swimming; it can be removed and destroyed and used as a count for dinners or free refreshments, and it can control participants at conference exhibition halls, special sessions, etc.--if ordered in various colors. Most advertising specialty companies can quote prices on these or similar types of ID bands.

## ZOO DAY

One of the most attractive family events that can be offered is "A Day At The Zoo", especially when it's a family event catering to children, with a children's zoo attraction where they can pet and feed animals such as goats, llama, sheep, donkeys, turtles, ducks, ponies, cows, etc. If the zoo has a place for large group participation, barbecue and refreshments can be offered while the committee presents entertainment from the talent pool of employees.

## POISON IN THE GARDEN PLACE

Instruction and education concerning poisonous plants would be welcomed especially when thousands of children and equally as many adults become poisoned by such common garden varieties like iris, larkspur, oleanders and buttercups. Also the branches of the azalea, rhododendron and mountain laurel are dangerous when ingested. Indian tribes use the laurel to commit suicide. Then there are the poisonous weeds, like poison ivy and oak that should be identified. If your city has a forestry department, contact them, they may be able to assist in developing such a program.